

## **Abstract**

The bachelor thesis “Commercialisation of sports journalism: image of running in the media” analyses the changing image of running in chosen Czech media in years 1994, 2004 and 2012. Firstly, it focuses on the general relationship between media and sport, on the sports journalism and a personality of sports journalist. It deals with commercialisation of sport and sports journalism; it also reveals the results from the International Sports Press Survey. The commercialisation is then specifically illustrated on the example of running. It maps its coverage, presentation and purpose of the information. The thesis also search for consequences related to commercialisation of running and tries to find out the extent of influence of media on public interest in running.